

Best of Events



PUBLISHED IN SATURDAY WITH The Guardian ON SATURDAYS

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE MAGAZINE AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The **Best of Events** is a full-colour, tabloid-sized, double-page spread of advertorial content published in *Saturday Magazine* issued with *The Guardian* newspaper.

The Guardian is known to be the most trusted newspaper in the UK, with 83% of readers claiming to trust its content. Additionally, 54% of readers believe they are more likely to respond to advertisements from a trusted source. Therefore, **Best of Events** is perfectly placed to serve as an essential guide for readers to keep up to date with upcoming events, as well as tips for those planning their own dream event.

The **Best of Events** showcases a selection of the finest events and attractions happening around the UK and further afield, from arts events and exhibitions, to festivals, car shows, and exciting days out for the whole family. It also presents a curated selection of party planners, venues, and photographers as well as car hire, DJs, caterers, florists and much more.

The **Best of Events** is the perfect shop window for brands and organisations to reach a wide and varied audience who are interested in attending exciting events or indeed planning their own once-in-a-lifetime event.

PARTICULARLY CONSIDERING

- 65% of readers say *The Guardian* helps them to make up their mind
- 85% of *The Guardian* readers are ABC1
- 53% of readers say *The Guardian* is impartial and unbiased.

867k

Saturday print readership
of *The Guardian*

65%

of readers say *The Guardian* helps
them to make up their mind

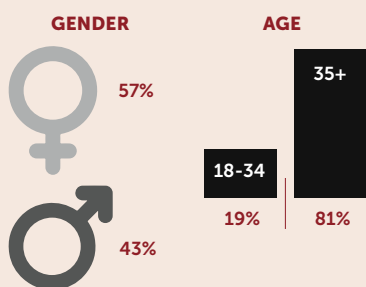
83%

trust *The Guardian's* content
— making it the most trusted
newspaper in the UK

54%

of readers believe they are more
likely to respond to an advert if it
appears from a trusted source

DEMOGRAPHICS



DISTRIBUTION

- 220,240 copies of *Saturday Magazine* are published on a Saturday
- 867,492 average Saturday readership
- Distributed UK wide

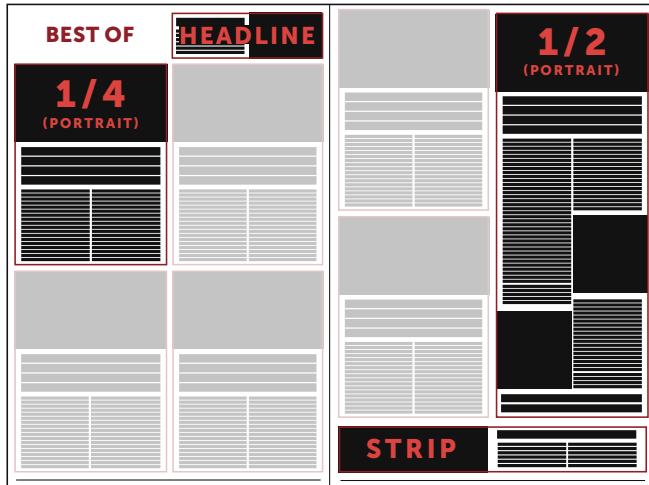
RATE CARD

| | |
|---------------------|---------------|
| Third page | £7,500 |
| Quarter page | £5,625 |
| Sixth page | £3,750 |
| Competition upgrade | £1,000 |

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



QUARTER PAGE

Portrait: 118 x 132 mm

| | |
|-------------------------|--|
| Total word count | 200-250 words |
| Call to action | i.e. Discount offer, website, phone, or social links |
| Images | 2 images + logo |

EIGHTH PAGE

Landscape: 118 x 63 mm
Portrait: 57 x 118 mm

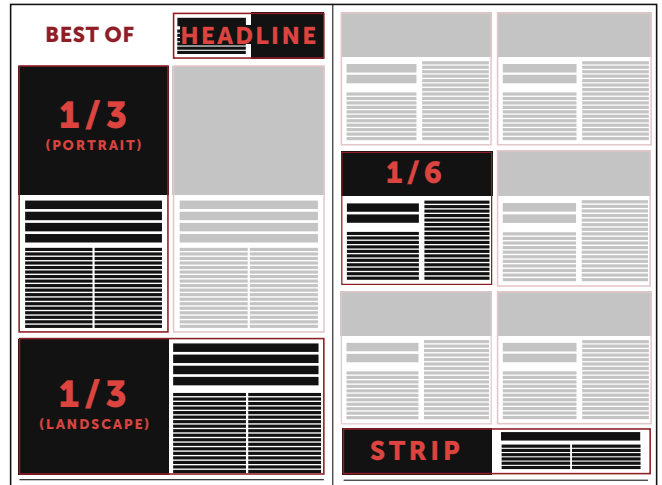
| | |
|-------------------------|--|
| Total word count | 70-100 words |
| Call to action | i.e. Discount offer, website, phone, or social links |
| Images | 1 image + logo |

STRIP Landscape: 240 x 42.5 mm

| | |
|-------------------------|--|
| Total word count | 120-150 words |
| Call to action | i.e. Discount offer, website, phone, or social links |
| Images | 2 images + logo |

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



THIRD PAGE

Landscape: 240 x 87 mm
Portrait: 118 x 178 mm

| | |
|-------------------------|--|
| Total word count | 200-300 words |
| Call to action | i.e. Discount offer, website, phone, or social links |
| Images | 2-3 images + logo |

SIXTH PAGE

Landscape: 118 x 87 mm

| | |
|-------------------------|--|
| Total word count | 120-150 words |
| Call to action | i.e. Discount offer, website, phone, or social links |
| Images | 1-2 image + logo |

HEADLINE Landscape: 118 x 42.5 mm

| | |
|-------------------------|--|
| Total word count | 60-80 words |
| Call to action | i.e. Discount offer, website, phone, or social links |
| Images | 1 image + logo |

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top.
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 15 words for a call to action.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via the free file sharing service [wetransfer.com](https://www.wetransfer.com). Please clarify in your message your company name, publication, theme and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be **subedited by Hurst Media's editorial team**. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required. Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

Bespoke advertorials (in which Hurst Media supplies the copy ONLY, and all images/logos are provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

Hurst Media Company, 1 Phipp Street, London, EC2A 4PS
Company number: 08375910 VAT number: 161866882

Best of is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Guardian Weekend Magazine*

All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](https://www.hurstmediacompany.co.uk/hurst-media-advertising-terms)

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The UK's trusted media partner